

Message Text

UNCLASSIFIED

PAGE 01 TUNIS 02809 091430Z

64

ACTION NEA-09

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /017 W

----- 091114

R 091400Z MAY 74

FM AMEMBASSY TUNIS

TO USDOC WASHDC

INFO SECSTATE WASHDC 5434

UNCLAS TUNISL2809

USDOC FOR OIM/BIC C. JOHNSON

E.O. 11652: N/A

TAGS: BEXP TS

SUBJECT: IN STORE PROMOTION PROGRAM

REF: STATE A-1717, FEB 21, 1973

1. EMBOFF MET WITH DIRECTOR GENERAL ABDELKADER CHAOUCH OF MAGASIN GENERAL TO DISCUSS SUBJECT PROGRAM. CHAOUCH WAS ENTHUSIASTIC ABOUT PROGRAM AND ANXIOUS TO HAVE AMERICAN GOODS IN HIS STORES. AT PRESENT, OVER 90 PERCENT OF CONSUMER TYPE GOODS IN STORE COME FROM FRANCE. CHAOUCH SAID HE WOULD LIKE TO MOVE DISPLAY AROUND COUNTRY TO STORES IN OTHER CITIES. AFTER MEETING, IT NOW APPEARS PURCHASE OF US GOODS MAY EXCEED \$250,000.

2. TO STUDY PROGRAM POSSIBILITIES IN GREATER DEPTH, CHAOUCH HAS REQUESTED CATALOGUES WITH PRICES OF CONSUMER GOODS AVAILABLE FOR AN IN-STORE PROMOTION PROGRAM HE EXPRESSED SPECIAL INTEREST IN: GLASSWARE, TABLEWARE, BAR EQUIPMENT, INCLUDING ICE BUCKETS AND BARBECUES, COSTUME JEWELRY, GIFTWARE, TOYS AND GAMES, TEXTILES AND TOOLS.

3. ACTION: PLEASE AIRPOUCH AS MANY CATALOGUES AS CAN BE MAKE QUICKLY AVAILABLE TO EMBASSY TUNIS FOR FORWARDING TO CHAOUCH.

SEELYE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974TUNIS02809
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740113-0517
From: TUNIS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740559/aaaacbad.tel
Line Count: 60
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE A-1717, FEB 21, 1973
Review Action: RELEASED, APPROVED
Review Authority: WorrelSW
Review Comment: n/a
Review Content Flags:
Review Date: 31 OCT 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <31 OCT 2002 by MorefiRH>; APPROVED <03 JAN 2003 by WorrelSW>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: IN STORE PROMOTION PROGRAM
TAGS: BEXP, TS
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005